

Message Text

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ACTION EB-07

INFO OCT-01 NEA-10 ISO-00 OPIC-06 XMB-04 DLOS-09
COME-00 TRSE-00 DODE-00 NSAE-00 USIA-15 ERDA-07
CIAE-00 /059 W

-----088084 071957Z /75

R 071430Z JUL 77

FM AMCONSUL CASABLACA

TO SECSTATE WASHDC 4911

USDOC WASHDC

INFO AMEMBASSY RABAT

UNCLAS CASABLANCA 0742

DEP.PASS: OPIC, EXIMBANK

E.O. 11652: N/A

TAGS: EFIS, ETIO, MO

SUBJ: MOROCCAN CANNING FIRM SEEKS U.S. PARTNER

1. KAMIL BENGELLOUN, PRESIDENT, COOPERATIVE MAROCAINE DE
LA CONSERVE ONE OF MOROCCO'S LARGEST EXPORTERS OF CANNED SARDINES
AND MACKEREL WITH EXPORTS TO U.S. SEEKS HIGHLY QUALIFIED U.S.
PARTNER TO HELP DEVELOP MOROCCO'S UNTAPPED SOUTHERN FISHERY
RESSOURCES.

2. BENGELLOUN RECENTLY TOLD RFA THAT HAD HEARD THAT CARNATION
FOODS WAS CONSIDERING POSSIBLY ENTRY INTO FISHING INDUSTRY AND
THAT THEY MIGHT WISH TO LOOK AT MOROCCO. BENJELLOUN ASKED RFA
IF SECSTATE OR USDOC MIGHT BE ABLE TO CONTACT CARNATION FOODS TO
VERIFY INTEREST AND TO EXTEND INVITATION TO CONTACT HIM.

3. RFA WOULD APPRECIATE ANY ASSISTANCE SECSTATE OR USDOC COULD
PROVIDE. BENGELLOUN'DLOW INCLUDES 3 CANNERIES IN SAFI. 1
CANNERY
ZBOUIRA, AND 1 CANNERY IN AGADIR. FIRM, THROUGH
ROK JOINT VENTURE PARTNER, NOW OPERATES HIGH-SEAS FISHING
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FLEET FISHING FOR CEPHALOPODES. FIRM NOW STUDYING PLANS
TO DEVELOP HIGH-SEAS SARDINE SEINER AND REEFER FLEET TO
SUPPLY FACTORIES. FIRM, WHICH EMPLOYS ABOUT 3,000 WORKERS,
SUPPLIES ABOUT 1/5TH OF MOROCCO'S TOTAL EXPORTS OF CANNED
SARDINES. BENGELLOUN IS YOUNG, DYNAMIC, SPEAKS ENGLISH, AND IS
ANXIOUS TO WORK WITH QUALIFIED U.S. FIRMS.

4. BENGELLOUN IS PRESENTLY INTERESTED IN DEVELOPPING SARDINE FISHERY AND PROCESSING, WITH FISHMEAL AND OIL PRODUCTION PLUS CANNED CAT FOOD BEING INCLUDED IN PROJECT. SECOND PHASE WOULD INVOLVE DEVELOPMENT OF MOROCCO'S FINFISH AND CRUSTACEAN RESSOURCE. FIRM SUCH AS CARNATION FOODS THUS IS PARTICULARLY ATTRACTIVE TO BENGELLOUN BECAUSE OF THEIR EXPERIENCE IN FOOD PROCESSING AND BECAUSE OF THEIR SALES NETWORK AND EXPERIENCE.

5. RFA'S REPORT ON FISHERY OF MOROCCO MAKES IT CLEAR THAT MOROCCO'S FISHERIES OFFVER POTENTIAL U.S. INVESTORS WITH EXCELLENT RESOURCES FOR DEVELOPMENT. RFA READY TO ASSIST CARNATION FOODS IF THEY CHOOSE TO VISIT MOROCCO TO STUDY PROSPECTS.

6. RFA WOULD ALSO APPRECIATE ASSISTANCE FROM OPIC AND EXIMBANK IN ASSURING CARNATION FOODS THAT MOROCCO IS WORTH TAKING A SERIOUS LOOK AT.
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